

Benefits of Social Networking Strategies

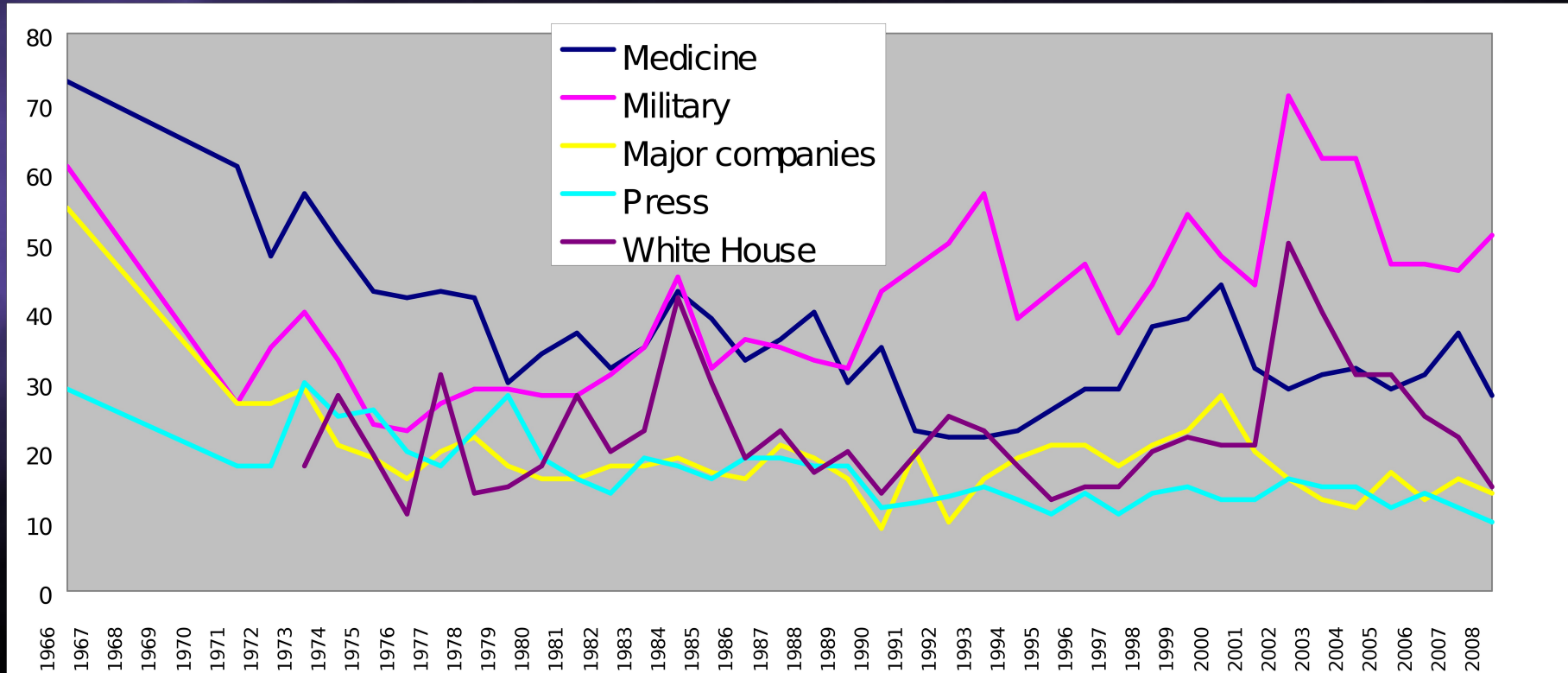
**Briefing for the Joint Public Affairs Working
Group**

May 12, 2009

**Gary Kebbel
Media Innovation Director**

Confidence in Public Institutions 1966 - 2008

Percent with A Great Deal of Confidence



**User-generated content
becoming more
mainstream**

The Driving Forces Behind an Everyone-Is-Media World



Technology: Shifts in technology have changed the way we create, deliver and consume news, upending the economics and politics of the field.



The New Information User: The way people connect with information is shifting: They no longer are passive information consumers, but active information *users*.

Meanwhile, the “former audience” that consumed mass media is becoming increasingly fragmented.

Results of the Driving Forces



Decentralization of Information: Large media organizations are no longer the gatekeepers. Anyone can be a publisher. Content is accessible to more people.



Storytelling Explosion: Storytelling is a universal form of communication that has united communities throughout history. But the fundamental dynamic of the form has shifted, allowing former news consumers to tell their own stories.



Culture of Participation: Whether on Facebook, e-mail lists or Twitter, everyone is an editor, recommending information that's consumed by everyone else. These social networks encourage engagement and can be a powerful act of citizenship and a

Business Models that Leverage User Generated Content are Gaining Legitimacy

Video/Image Sharing

Users create, post, store, share and download videos and/or photos



Local and Collective Reviews

Users review local events, services, restaurants, retailers



Collective Intelligence

Users tag, discuss and collectively edit information



Citizen Journalism

Users submit print, audio, video accounts of news and topics of interest



Social Networks/Communities

Users express themselves via design, photos, videos, music and words, while connecting with others



Blogs

Users share ideas, content to a personal space on the web that is open to others to read



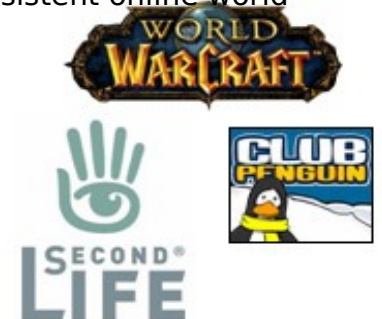
User-Driven Classifieds

Users create online marketplaces where buyers and sellers meet and trade



Multiplayer Online Games

Players interact simultaneously in a persistent online world



Adoption of Digital Media

- **Between 2007 and 2008**
- **The adoption of social-networking tools soared to 60 percent from 33 percent**
- **Online/portable music services more than doubled to 46 percent from 22 percent**
- **Mobile Internet data plans nearly tripled to 41 percent from 15 percent**
- **Access to mobile music and video quadrupled to 35 percent from 7 percent.**

Usage of Social Sites

- **You Tube:** 89 million U.S. users (March 2009)
- **Facebook:** 84 million U.S. users (March 2009)
- **MySpace:** 65 million U.S. users (March 2009)
- **Flickr:** 52 million users (February 2009)
- **Digg:** 27 million users (March 2009)
- **Twitter:** 14 million users (March 2009)

GSA Approves Social Sites

- The U.S. General Services Administration has signed agreements with **Flickr, Vimeo, blip.tv and YouTube**, to allow federal agencies to engage the public using those technologies. It also is negotiating with Facebook and MySpace. **Twitter's** terms of use already are aligned with federal requirements.

Examples of How Twitter Is Being Used

- **Doctors** use Twitter to ask for help or share information about procedures.
- **Dell and Starbucks** monitor user comments and respond if they are negative.
- **Amazon** users recently complained on Twitter about books with gay themes being reclassified so they were more difficult to find. Amazon responded relatively fast, but the incident still caused an article to be written in The New York Times.

Moldova's Twitter Flash Mob

- **It started in a Chisinau cafe, when Natalia Morar, 25, and a handful of friends decided to hold a protest against the Communist victory in what they thought was a rigged election.**
- **Within hours, 15,000 people were in the streets**
- **Hash tag #pman**
- **Text messages had swelled protests in Ukraine in 2005 and Belarus in 2006**

Newspapers Failing in 2009

- Rocky Mountain News has closed.
- Tucson Citizen has closed.
- Seattle Post-Intelligencer has closed.
- The Detroit News only delivers Thursdays, Fridays, Sundays.

Newspapers in Trouble

- **The Minneapolis Star Tribune** has filed for Chapter 11. It could become an all-digital property, but supporting a daily circulation of over 300,000 is too much of a burden.
- **The Boston Globe** is losing \$1 million a week. Boston.com, the online site that includes the digital aspects of the Globe, will probably be all that will be left of the operation.
- **The San Francisco Chronicle**. Parent company Hearst has already set a deadline for shutting the paper if it cannot make tremendous cost cuts. The online version of the paper could be the only version by the middle of the 2009.
- **The Chicago Sun Times** is the smaller of two newspapers in the city, and has no chance of competing with The Chicago Tribune.

Newspapers in Trouble

- **New York Daily News** is one of several large papers fighting for circulation and advertising in the New York City area. Based on figures from other big dailies it could easily lose \$60 million or \$70 million and has no chance of recovering from that level.
- **The Fort Worth Star Telegram** is another one of the big dailies that competes with a larger paper in a neighboring market... The Star Telegram will have to shut down or become an edition of its rival, The Dallas Morning News
- **The Cleveland Plain Dealer** is in one of the economically weakest markets in the country. The Plain Dealer will be shut or go digital by the end of next year, concludes the report
- **The Philadelphia Daily News**. With newspaper advertising falling sharply, the city cannot support two papers and the Dally News has a daily circulation of only about 100,000.

Most of the Reasons Like Using Digital Tools Are Social We

Personal Motivators

- Entertains, absorbs me: I have fun there, look forward to it
- Makes me smarter: Keeps me in-the-know
- Inspires me: makes me feel more interesting, touches me
- Easy for me: I can find what I am looking for
- Regular part of my day: consistent part of my daily routine
- My personal timeout: treat, reward, makes me happier
- Helps my shopping: I make better purchasing decisions

According to NU Research, Half of the Key Motivators of Positive Online Experiences Involve a Social Benefit

Social Motivators

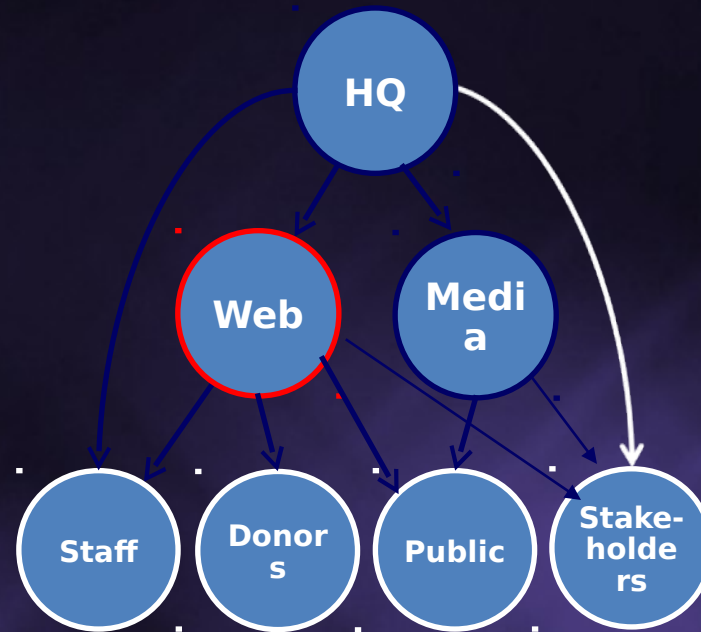
- I find people like me: feel that I am part of a community
- Credible, safe place: I trust this site feel safe sharing info
- My guilty pleasure: I socialize & contribute to conversation
- I feel like I belong: makes me more a part of my community
- Connects me with others: I am here to get input from others
- Worth sharing: I save things I find here with others

Web Ecosystems

Richard Cardran

Websites vs. Social Networks

**Command and
Control
Structure**



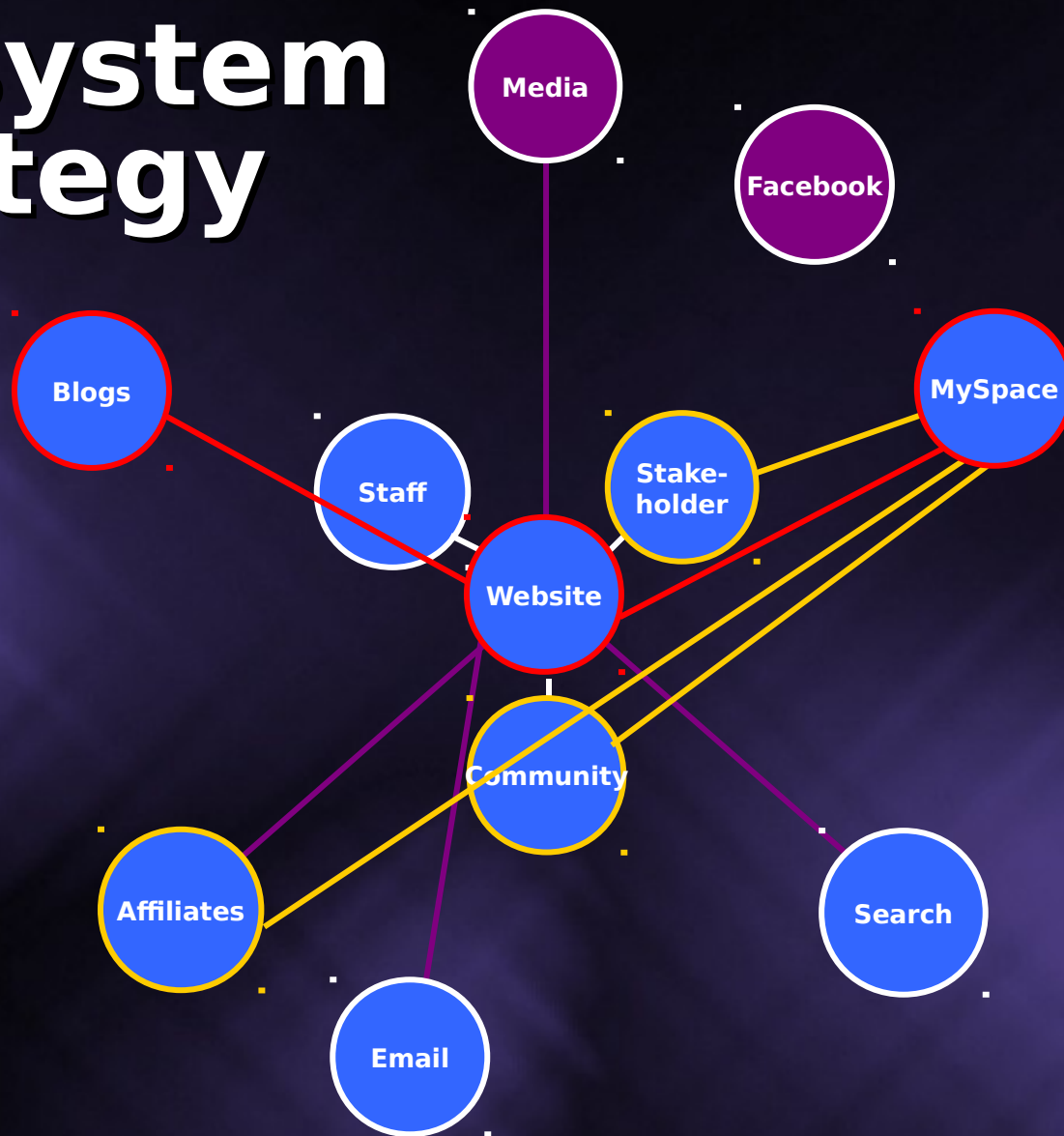
Website Strategy



Ecosystem Strategy



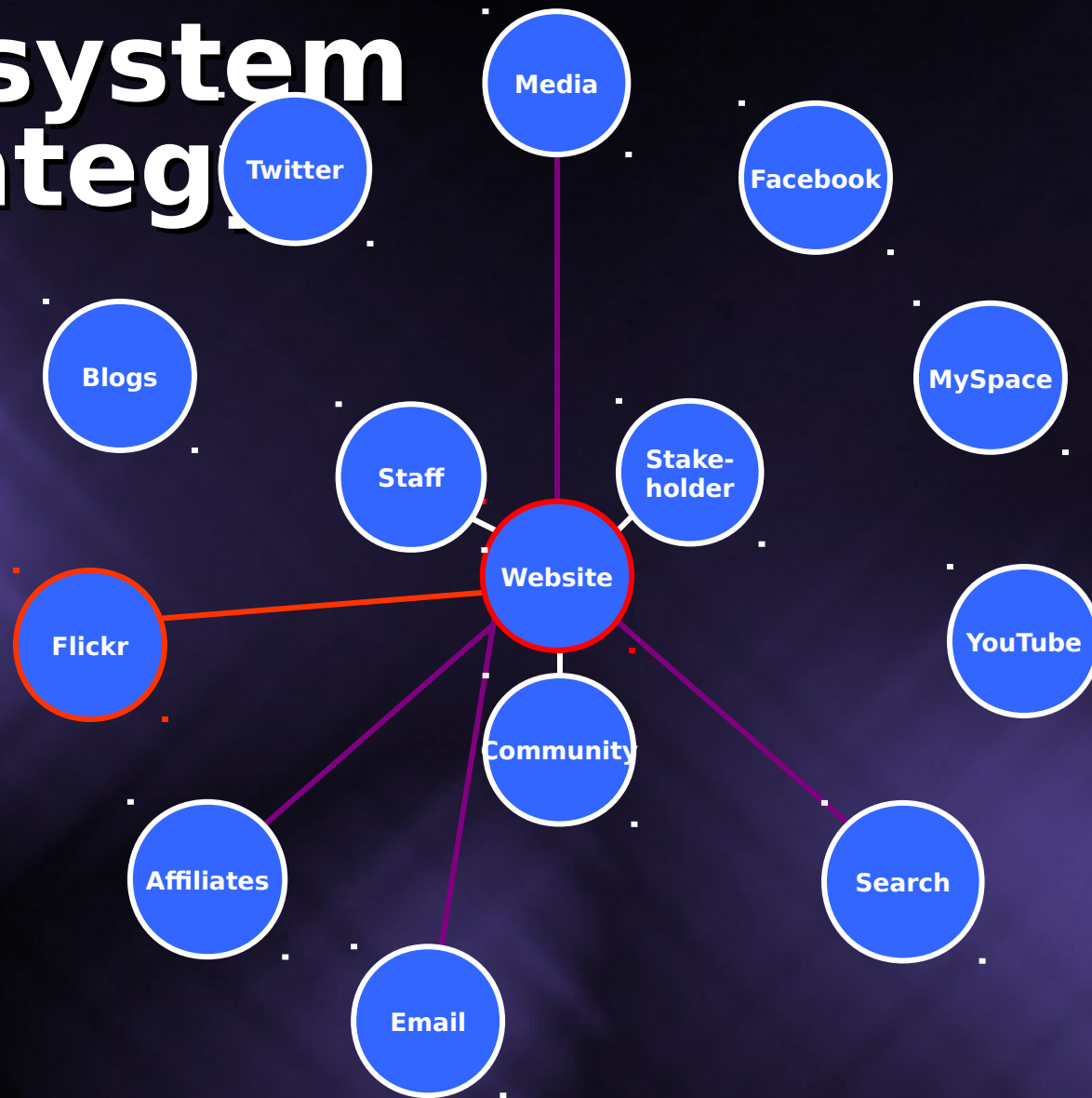
Ecosystem Strategy



Ecosystem Strategy



Ecosystem Strategy





A message for Obama

[Group Pool](#) [Administration](#) [Discussion](#) [1,719 Members](#) [Map](#) [Invite Friends](#)

[Slideshow](#)[Share This](#)[» Add photos](#)

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From [mcclouds](#) [X]



From [blelizando@sbcglob...](#) [X]



From [Travelin'...](#) [X]



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From [MollsMusings](#) [X]



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From [caverjules](#) [X]



From [dug.sirkel](#) [X]

Message For Obama

the **guardian**

Launched 6 November

500 members within 24 hours

Centre-spread in the newspaper within 3 days

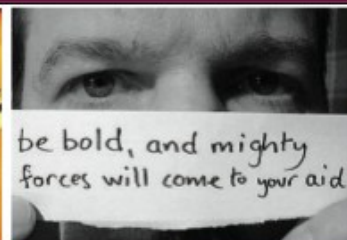
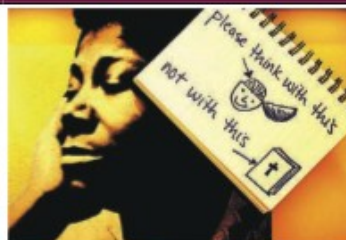
900 images within 7 days

1500 members within 10 days

**Hundreds of inbound links and references on
Twitter, Facebook, blogs (including Flickr blog)**



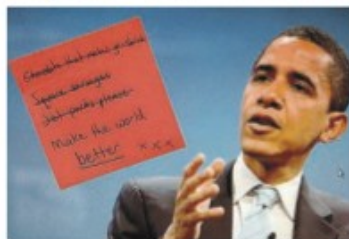
Dear Mr President...



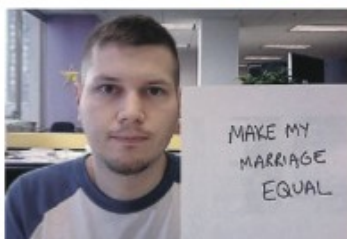
If you get a Beagle,
you won't have time
to govern.



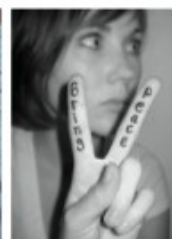
Think of his future.
What will you do
to provide a better
country for him?



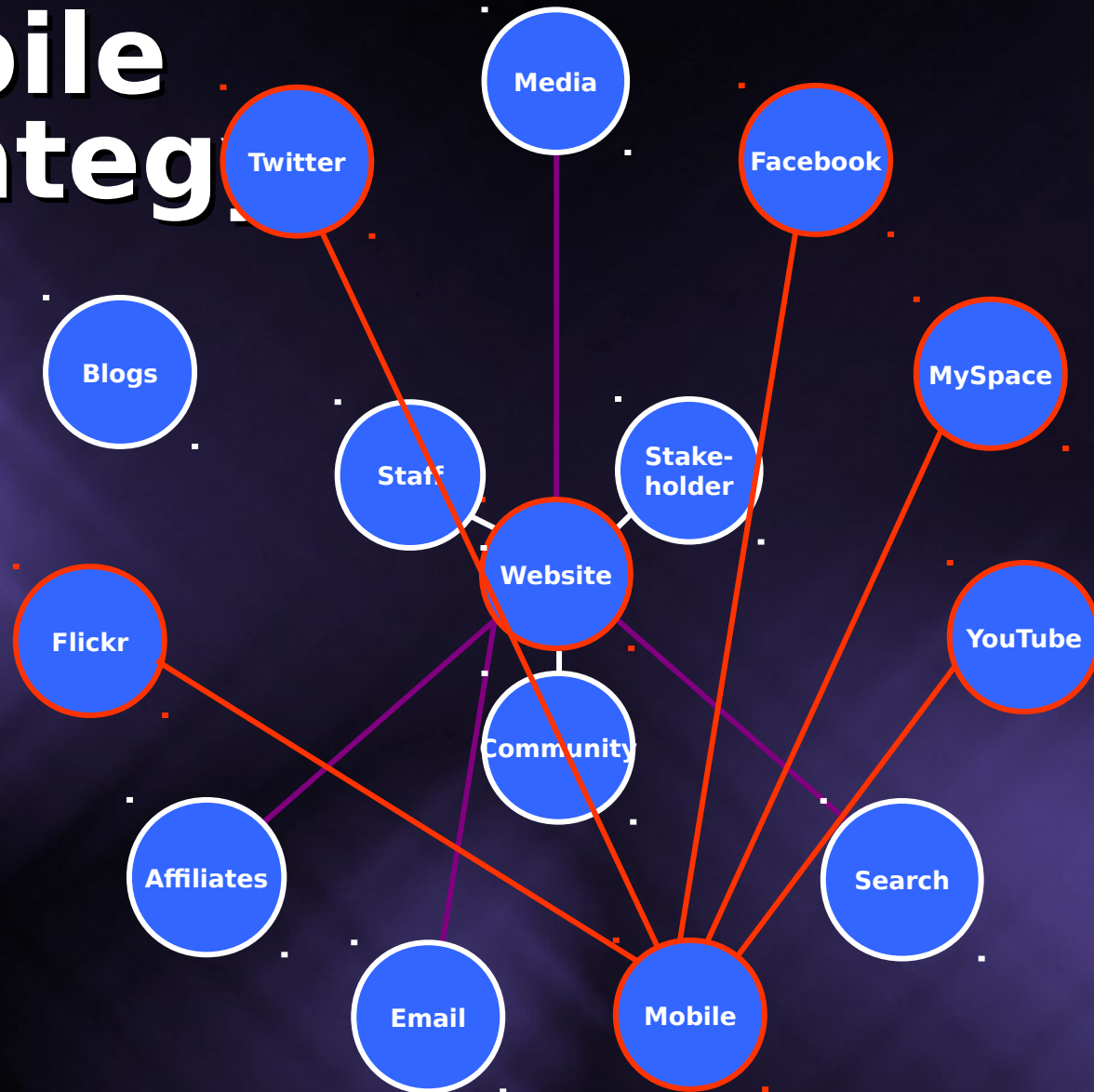
Please...
Take the Red Cross
Mixer President



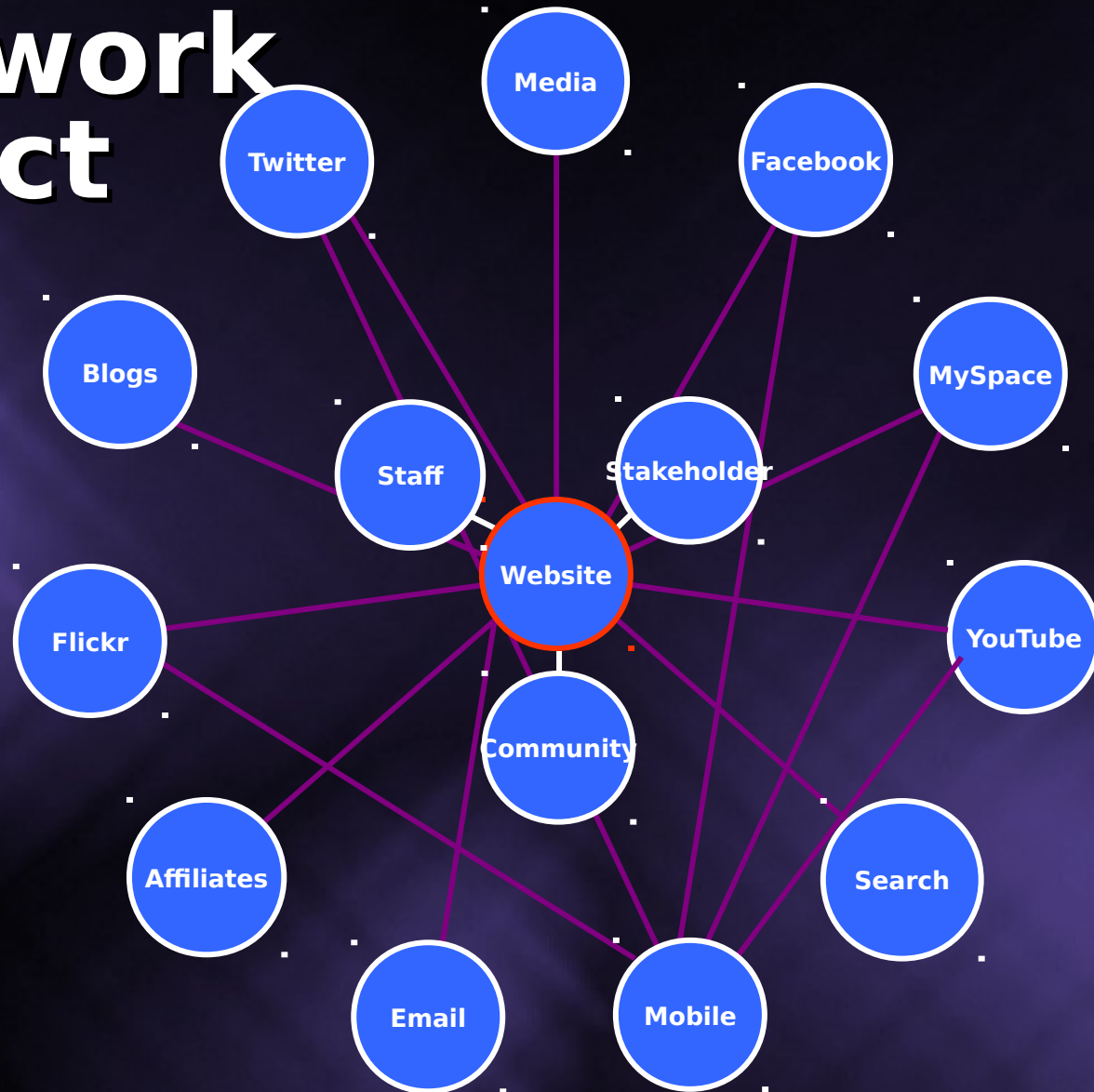
6. (1) police should be increasing budget
 (2) more money to be spending on the city leader
 (3) more police to be in a single area to be in the city
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Mobile Strategy



Network Effect



The Power of Numbers

- **Creating Synergy**

FaceBook

Obama: 2,379,102 supporters

McCain: 620,359 supporters (Obama has 380% more supporters than McCain)

MySpace

Obama: Friends: 833,161

McCain: Friends: 217,811 (Obama has 380% more supporters than McCain)

YouTube

Obama: 1792 videos + Subscribers: 114,559 Channel Views: 18,413,110

McCain: 329 videos + Subscribers: 28,419 Channel Views: 2,032,993
Obama has 403% more subscribers and 905% more viewers than McCain

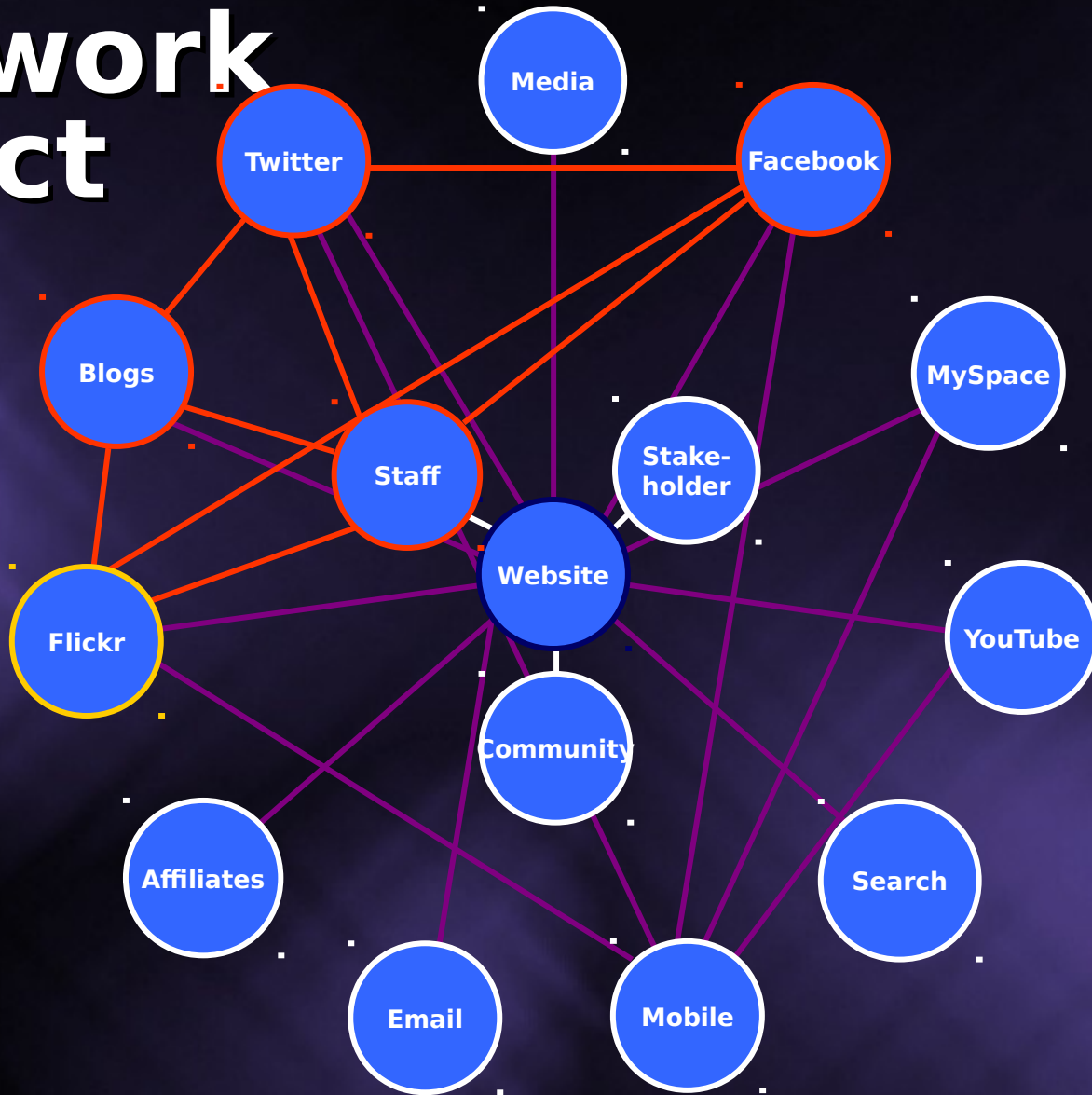
Twitter

Obama: @barackobama 112,474 followers

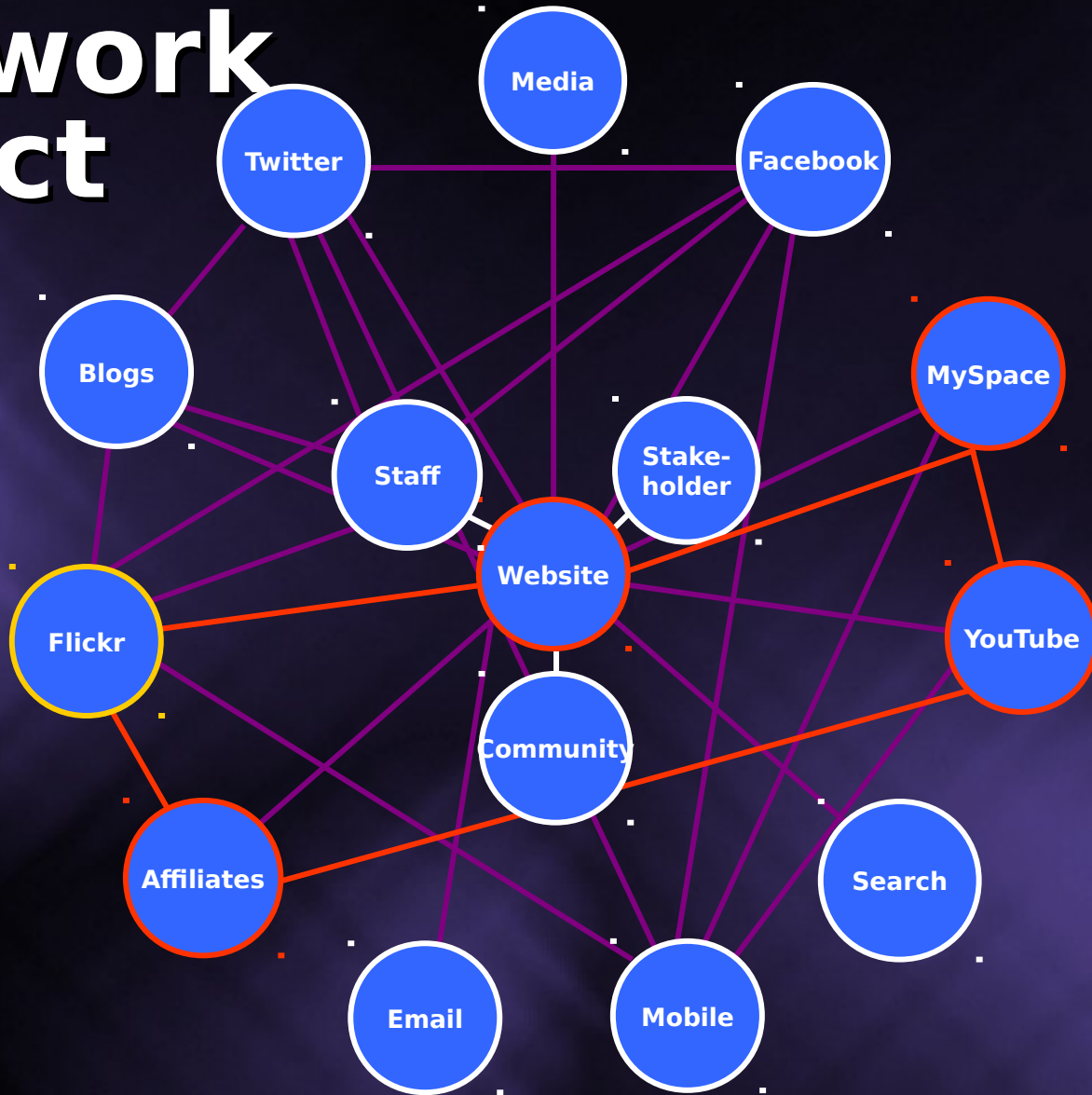
McCain: @JohnMcCain 4,603 followers

Obama has 240 times more followers in Twitter than McCain

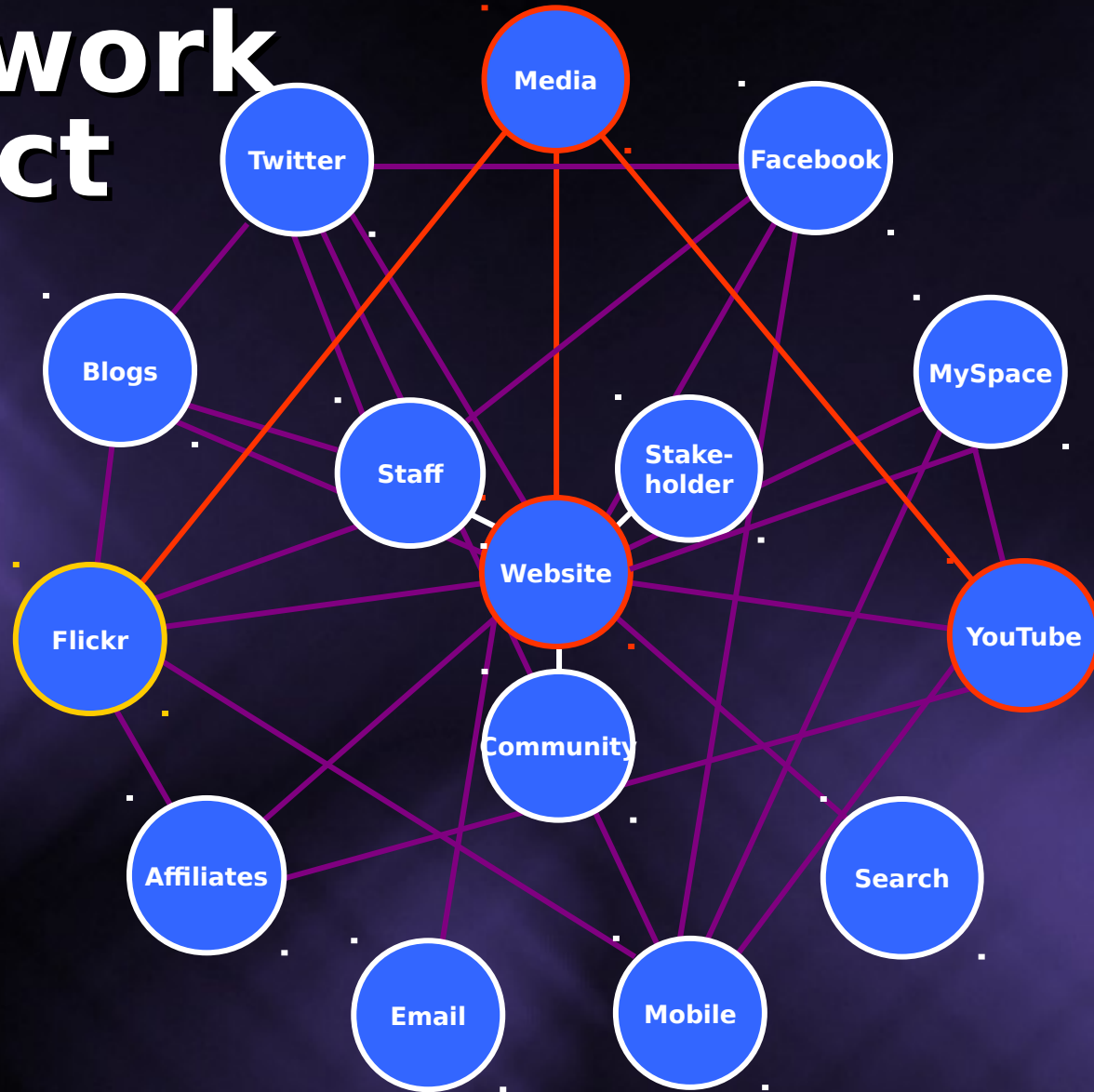
Network Effect



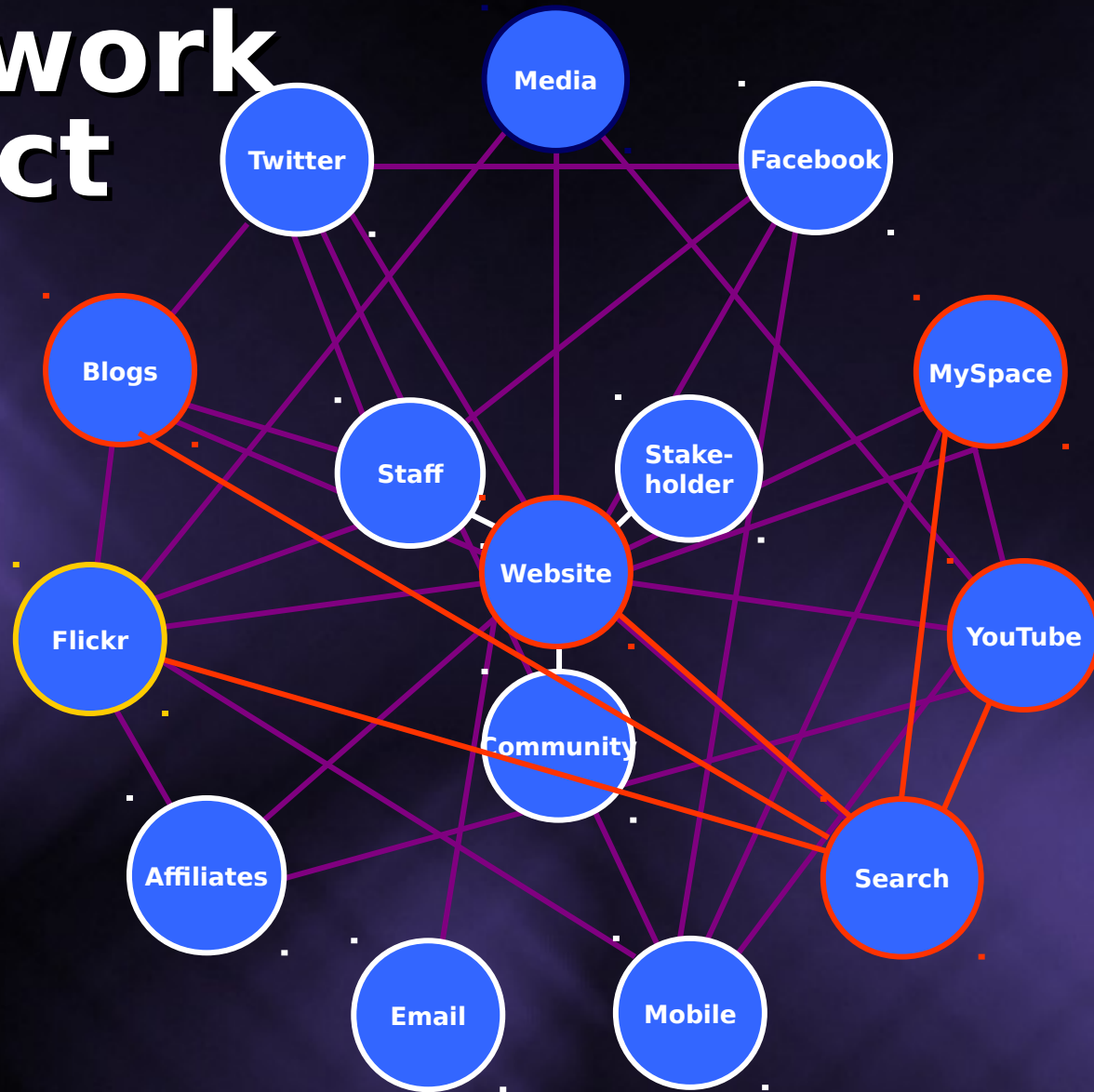
Network Effect



Network Effect

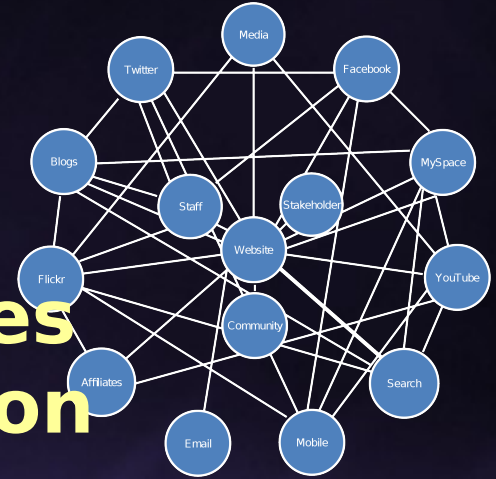


Network Effect



Network Effect Best Practices

- **Provide Editorial**
- **Curatorial Opportunities**
- **Give Focus and Direction**
- **Post Raw Materials**
- **Internal Content Monitoring**
- **External Content Flagging**
- **Dissent is Good**



Ecosystem Opportunity

- **Build participation with your audience**
 - Increased content, reduced staffing
 - More relevance with your audience
- **Leverage aggregators via syndication**
 - Go to the audience, rather than requiring the audience to come to you!
- **Leverage existing technologies**
 - Reduce capital expenditures
 - Decrease time-to-market development cycle